



## PRIVACY POLICY

### PURPOSE

This policy, created in line with the General Data Protection Regulations, demonstrates our firm commitment to your privacy and the protection of your information. When you provide us with information you automatically consent to it being used by us for the purposes as set out in this privacy policy.

### WHO WE ARE

FROM YOU TO ME Limited is a publishing company, founded in 2007, that believes in making beautiful gift meaning gifts that are good to give and even better to receive.

We are a family-run company with family at the heart of everything we do. We design and manufacture award-winning products that are loved and shared by families and friends everywhere. Many of these products can be personalised to create a truly unique and individual gift.

### COMPANY VALUES

Our values go across everything we do, whether that is our products and what they stand for, or how we behave with customers, partners, suppliers and each other as a team.

- Relationships – we are inspired by human connection.
- Impact – we seek to make a difference to the lives of others.
- Innovation – we find new ways.
- Sharing – we embrace the power of communication.
- Customer focus – we always have the customer in mind.

### OUR COMMITMENT TO YOUR PRIVACY

At FROM YOU TO ME we're committed to keeping the personal details of our retail and trade/wholesale business safe. This policy explains how and why we use your personal data, to ensure that you remain informed and in control of your information.

We use three key definitions to describe people mentioned in this policy. These are definitions used by the Information Commissioner's Office (ICO), the UK's independent body set up to uphold information rights. (For more information about the ICO please contact the Information Commissioner's Office <https://ico.org.uk/> whose remit covers the UK).

- 'Data subject': this is you. As the data subject, we respect your right to control your data.

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## PRIVACY POLICY

- 'Data controller': this is us. With your permission, we determine why and how your personal data is used (as outlined in this policy).
- 'Data processor': this is a person, or organisation, who processes your data on our behalf, with your permission. For example, this might be a mailing house who sends your membership magazine to you, on our behalf (due to the size of our organisation, it's more cost-effective to outsource ad-hoc and large-scale tasks like this).

When we work with other organisations or individuals in this way, we always set up a written contract with them to protect your data. The third parties we work with at no point 'own' your data, so you will never hear from them independently and they will always delete your data from their systems when they have completed the task in hand. We always send your data to partner organisations securely, to minimise the risk of it being intercepted by unknown individuals and/or organisations.

We will never give away or sell your personal data.

Should you wish to find out more about the information we hold about you, or about our privacy policy, please contact us: [hello@fromyoutome.com](mailto:hello@fromyoutome.com) +44(0) 1225 866225. Our office hours are Monday – Friday, 9am – 5pm, UK Time.

## WHY WE COLLECT YOUR PERSONAL DATA

We use your personal data to take and process orders and, where you have agreed, to keep in touch with you.

We will only ever collect, store and use your personal data when we have an identified purpose and reason to do so. The ICO refers to this as a 'lawful basis'. Further information about why we collect your personal data is outlined below.

1. To process and send you stock items purchased from our us.
2. To process your Made To Order items you have ordered.

The ICO define the lawful basis for processing your data for these purposes as 'contractual'.

The ICO, also define two other lawful bases for processing your data for 'direct marketing' purposes:

3. Legitimate interest - This is where we have identified a genuine and legitimate reason for contacting you, which crucially does not override your rights or interests. We use legitimate interest (e.g. new products, brochures, offers) to send you the information by email, text message (SMS), and telephone.

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4. Opt-in consent - This is where you have given us express permission to contact you. We use opt-in consent to send you the information listed above by email, text message, and telephone. Where you have opted in, we store your personal data so that we can send you information about our company, offers and new products we feel will be of interest to you. This includes products, newsletter requests, feedback, giveaways, competitions, and other activities.

We respect your right to update the way we get in touch with you, about our work, at any time.

## THE PERSONAL DATA WE COLLECT AND HOW WE COLLECT IT

### Information For Orders

We collect basic information about you, including your name, postal address, telephone number and email address so that we can process the orders you have placed with us and/or set you up on our systems so that you can place orders with us.

We collect this data from you directly when you provide it to us when you:

- Set up an account.
- Order a product.
- Request the development of a bespoke product.

Occasionally we obtain information, such as your telephone number or other contact details, from external sources (only where you have given permission for such information to be shared).

### Made To Order

Depending on the Made To Order product you have purchased you may have provided us with additional information about yourself or the person you are buying for. We will only use that information to create the product you have specifically requested and do so with your consent and permission which you give when you provide us with that information to create the product.

### Cookies

Our website uses 'cookies' to help provide you with the best experience we can. Cookies are small text files that are placed on your computer or mobile phone when you browse websites.

Cookies help us:

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## PRIVACY POLICY

- Make our website work as you'd expect.
- Remember your settings during and between visits.
- Improve the speed/security of the site.
- Allow you to share pages with social networks like Facebook or continuously improve our website for you.

If you choose not to consent to the use of cookies your experience of our website may be impaired and many integral aspects of the website, including (but not limited to) adding items to your shopping bag and accessing your account, MAY not work.

Most web browsers allow some control of most cookies through the browser settings. To find out more about how to manage cookies, including how to delete cookies, visit <http://www.allaboutcookies.org>

### Google Analytics Cookies

These cookies are used to collect information about how visitors use our site. We use the information to compile reports and to help us improve our services. The cookies collect information in an anonymous form, such as: the number of visitors to the site; where visitors have come to the site from; and the pages they visited.

To opt out of being tracked by Google Analytics across all websites go to:

<https://tools.google.com/dlpage/gaoptout>

### YouTube Cookies

We embed videos from YouTube on our websites. This may set cookies on your computer, particularly if you are also logged into a Google or a YouTube account when you shop. To find out more, please visit YouTube's embedding videos information page:

<https://support.google.com/youtube/answer/171780?hl=en-GB>

Most web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit:

[www.allaboutcookies.org](http://www.allaboutcookies.org)



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### Third Party Data

From time to time, we may pay for the contact details of people who might be interested in hearing from us in future. Before we purchase contact information, we always check the wording used when your information was originally collected, to make sure that we only contact people who have actively expressed an interest in receiving information from third parties.

### Sensitive Personal Data

We do not collect or store sensitive personal data (such as information relating to health, beliefs, or political affiliation).

### HOW WE STORE DATA

All the personal data we process is processed by our team in the UK. However, for the purposes of IT hosting and maintenance your information may be situated outside of the European Economic Area (EEA). This will be done in accordance with guidance issued by the ICO.

Electronic data and databases are stored on secure computer systems, and we control who has access to information (using both physical and electronic means).

When providing permission for third party organisations to share your data you should check their privacy policies carefully to understand fully how they will process your data.

### PAYMENT SYSTEMS SECURITY

All electronic forms that request financial data will use the Secure Sockets Layer (SSL) protocol to encrypt the data between your browser and our servers.

If you use a credit card to purchase something online, we will pass your credit card details securely to our payment provider PayPal or Braintree who manage relationships with 3<sup>rd</sup> part payment providers such as Apple and Google.

**FROM YOU TO ME** complies with the payment card industry data security standard (PCI-DSS) published by the PCI Security Standards Council and will never store card details.

We cannot guarantee the security of your home computer or the internet, and any online communications (e.g. information provided by email communication) which are at the user's own risk.

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### DATA RETENTION

We will only use and store information for as long as it is required for the purposes it was collected for. We continually review what information we hold and delete what is no longer required in line with legal and accounting requirements.

### YOUR RIGHTS

We respect your right to control your data. These include:

- The right to be informed - This privacy notice outlines how we capture, store, and use your data. If you have any questions about any elements of this policy, please contact us.
- The right of access - If you wish to obtain a record of the personal data we hold about you, through a Subject Access Request, we will respond within one month.
- The right to rectification - If we have captured information about you that is inaccurate or incomplete, we will update it.
- The right to erase - You can ask us to remove or randomise your personal details from our records.
- The right to restrict processing - You can ask us to stop using your personal data.
- The right to data portability - You can ask to obtain your personal data from us for your own purposes.
- The right to object - You can ask to be excluded from marketing activity.
- Rights in relation to automated decision making and profiling - We respect your right not to be subject to a decision that is based on automated processing.

For more information on your individual rights, please contact the ICO (see above for details).

Should you wish to find out more about the information we hold about you, or about our privacy policy, please contact by one of the following methods:

Email: [hello@fromyoutome.com](mailto:hello@fromyoutome.com)

Call: +44 (0) 1225 866225

In writing: Information Officer, FROM YOU TO ME  
Studio 100, The Old Leather Factory  
Glove Factory Studios  
Holt, Wiltshire, BA14 6RJ

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## PRIVACY POLICY

Our office hours are Monday – Friday, 9am – 5pm, UK time.

### MAKING A COMPLAINT

We take complaints very seriously and we treat them as an opportunity to develop our approach.

At **FROM YOU TO ME** we aim to exceed your expectations in everything we do, however in the unlikely event that we do not meet our own high standards we want to hear about it. Please let us know so that we can deal with the situation as quickly as possible and put measures in place to prevent it happening again.

We will make sure the relevant people in our company are made aware of complaints and we will investigate them in a fair and timely way. Our aim is that all complaints are, wherever possible, resolved and that relationships are repaired and that we learn from them to improve what we do.

We want to:

- Provide a fair complaints procedure that is clear and easy to use for anyone wishing to make a complaint.
- Publicise the existence of our complaints procedure so that people know how to contact us to make a complaint.
- Make sure everyone in our organisation knows what to do if a complaint is received.
- Make sure all complaints are investigated fairly and in a timely way.
- Make sure that complaints are, wherever possible, resolved and that relationships are repaired.
- Ensure that complaint information is handled sensitively, in line with relevant data protection requirements.

### Contact Information

Email: [hello@fromyoutome.com](mailto:hello@fromyoutome.com)

Call: +44 (0) 1225 866225

In writing: The Putting It Right Team, FROM YOU TO ME  
Studio 100, The Old Leather Factory  
Glove Factory Studios  
Holt, Wiltshire, BA14 6RJ

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### LEAVING OR LINKING TO ANOTHER (NON 'FROM YOU TO ME') WEBSITE

We are not responsible for the privacy practices, or the content of any other website linked to our websites. If you have followed a link to or from another website, you may be supplying information to a third party, and you should check policy information on those sites.

### RESPONSIBILITY

Overall responsibility for this policy and its implementation lies with the Managing Director who will manage, in the first instance both requests for information and complaints within 48 hours.

We are not responsible for the privacy practices, or the content of any other websites linked to our website. If you have followed a link from this website to another website, you may be supplying information to a third party.